Form PTO-1449 **INFORMATION DISCLOSURE CITATION IN AN APPLICATION** *(Use several sheets if necessary)*	Docket Number 324212000500	Application Number Not Yet Assigned
	Applicant Steve SOUDERS et al.	
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U.S. PATENT DOCUMENTS

Examiner Initials	Ref. No.	Date	Document No.	Name	Class	Subclass	Filing Date If Appropriate

FOREIGN PATENT DOCUMENTS

Examiner Initials	Ref. No.	Date	Document No.	Country	Class	Subclass	Translation YES NO

OTHER DOCUMENTS   *(including author, title, Date, Pertinent Pages, Etc.)*

Examiner Initials	Ref. No.	Title
/NB/	1.	Ansari, Asim et al. (2000). "JMR, Journal of Marketing Research. Chicago:", 37(3): 31 pgs.
/NB/	2.	Mild, Andreas et al. (2002). "Collaborative filtering or regression models for internet recommendation systems?", *Journal of Targeting Measurement and Analysis for Marketing*, 10(4): 304-313.
/NB/	3.	Adomavicius, Gediminas et al. *Recommendation Technologies: Survey of Current Methods and Possible Extensions*, 39 pgs.
/NB/	4.	Breese, John S. et al. (1998). "Empirical Analysis of Predictive Algorithms for Collaborative Filtering", *Technical Report MSR-TR-98-12, Microsoft Research, Microsoft Corporation*, 20 pgs.
/NB/	5.	Maxwell, David et al. (1997). "A Bayesian Approach to Learning Bayesian Networks with Local Structure", *Technical Report MSR-TR-97-07, Microsoft Research, Microsoft Corporation*, 19 pgs.
/NB/	6.	Avery, Christopher et al. (1999) "The Market for Evaluations", *Americal Ecnomic Review*, 89(3): 564-584, 38 pgs.

EXAMINER: /Namrata Boveja/	DATE CONSIDERED: 12/06/2008

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